

1 **ABSTRACT**

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3 Automatic actions can be obtained through a network using an area of marking medium with
4 machine-readable markings that encode an action/medium identifier. The action/medium identifier
5 identifies an action that can be produced through the network, and also identifies the area of
6 marking medium. For example, it may include a globally unique or network-wide page identifier as
7 well as an action identifier that can be used to produce an action described by data associated with
8 a counterpart digital page. Or it can include both a page identifier and a location identifier, with the
9 location identifier also identifying an action that relates to the page's digital counterpart. Or it can
10 include a document identifier and an action identifier. Or it can be a globally unique or network-wide
11 sticker identifier that can be used to identify a document, a peripheral device, or another object to
12 which the sticker is attached, and that also produces an action through the network.

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